

### **REMARKS**

In response to the Office Action dated September 20, 2007, Applicant respectfully requests reconsideration based on the above claim amendment and the following remarks. By this amendment, Claims 1, 19-21, 24, 26, 34-37 and 39-42 are amended, and Claims 27, 32, 33, 38 and 43 are cancelled. Applicant respectfully submits that the claims as presented are in condition for allowance.

Applicant appreciates the Examiner's careful examination of the present application.

### **Status of the Claims**

Claims 1-43 stand rejected under Section 102(b) as being anticipated by U.S. Patent Publication No. 2003/0120591 to Birkhead et al. (Birkhead).

### **Paragraph 5 of the Action**

The objection set forth in Paragraph 5 of the Action (page 15) does not appear to relate to the present application. By way of a teleconference on December 4, 2007 (which was limited to discussion of Paragraph 5), the Examiner indicated that Applicant should ignore Paragraph 5. In the event the objection is directed to the present application, Applicant respectfully requests that the Examiner contact the undersigned to further explain the intended objection and permit Applicant an opportunity to respond to the objection.

### **The Rejections under Section 102**

#### **Claims 1-20:**

Claim 1 has been amended to recite, *inter alia*:

a) sending a request for customer sales information associated with a customer from a sales representative of a business organization to a customer sales information processing and communication (CSIPC) server associated with and under the control of the business organization using a terminal that is remote from the CSIPC server

A method as claimed may substantially facilitate efficient and effective use of customer sales information in customer negotiations and the like. Where a remote terminal such as a

wireless communication device is used, the sales representative of the business organization can request and receive the information while away from a central location and, more particularly, while at or traveling to a customer's facility. The method may enable the sales representative to negotiate a sale on a realtime basis.

By contrast, Birkhead discloses methods wherein a customer, not a sales representative, makes a request for a credit limit increase. The request from the customer is made to a customer sales representative (*e.g.*, by telephone), who enters customer information into a local personal computer (PC). Thus, Birkhead does not suggest sending a request from a sales representative of a business organization, using a remote terminal, to a CSIPC server associated with and under the control of the business organization.

Nor would it have been obvious to one of ordinary skill in the art to have modified the method of Birkhead to correspond to Claim 1, as amended. Birkhead is particularly directed to providing methods and systems for receiving credit requests from customers via a call center or the like.

Accordingly, Claim 1 is allowable over the cited art for at least the foregoing reasons. Claims 2-20 depend from Claim 1 and are allowable as well for at least these reasons. At least certain of the dependent claims are independently patentable over the cited art.

Claims 2-4 depend from Claim 1 and further recite that "the terminal is a wireless communication device and the request is sent to the CSIPC server using a wireless signal" (Claim 2), "the terminal and the CSIPC server communicate via a public switched telephone network (PSTN) (Claim 3), or "the terminal and the CSIPC server communicate via the Internet" (Claim 4). Birkhead does not teach or suggest a method as claimed, wherein a remote sales representative terminal communicates with a CSIPC server wirelessly or via a PSTN or the Internet.

Claim 8 depends from Claim 7, which recites:

7. The method of Claim 1 wherein:
  - a) the request includes a first customer identifier corresponding to the customer;
  - b) the method further comprises associating the first customer identifier with a second customer identifier using the CSIPC server; and

c) the step of retrieving the external credit information includes providing the second customer identifier to the ECRA system.

and further recites “wherein the first customer identifier is a telephone number.” Birkhead does not teach or suggest using a telephone number as a first customer identifier.

Claim 14 depends from Claims 1, 10 and 13 and further recites “wherein the sales term includes at least one of a maximum allowed sale amount and a required down payment.” Birkhead does not teach or suggest sending customer sales information to a remote sales representative’s terminal, wherein the sale information includes a sales term including at least one of a maximum sale amount and a required down payment.

Claim 15 further recites, *inter alia*:

- a) the terminal is a wireless communication device and the request is sent to the CSIPC server using a wireless signal;
- b) the request includes a telephone number corresponding to the customer;
- c) the method further comprises associating the telephone number with a customer identifier using the CSIPC server;

Accordingly, Claim 15 is further patentably distinguishable from the cited art for at least the reasons discussed above with regard to Claims 2 and 8.

Claim 19 depends from Claim 1 and further recites “wherein the sales representative is a sales representative for a vendor of business directory advertisements, and further comprising offering to sell the customer a business directory advertisement.” Birkhead only discloses a method for determining and communication whether a credit limit can be increased. Birkhead does not disclose a method for selling business directory advertisements.

**Claims 21-23:**

Claim 21, as amended, is patentably distinguishable from the cited art for at least the reasons discussed above with regard to Claims 1 and 2.

Claims 22 and 23 depend from Claim 21 and are further patentably distinguishable from the cited art for the reasons discussed above with regard to Claims 3 and 4, respectively.

**Claims 24 and 25:**

Claim 21 as amended is patentably distinguishable from the cited art for at least the reasons discussed above with regard to Claims 1 and 8. Claim 25 depends from Claim 24.

**Claims 26 and 28-31:**

Claim 26 has been amended to include the limitations of former Claim 27, and is therefore allowable for at least the reasons discussed above with regard to Claim 14. Claims 28-31 depend from Claim 26.

**Claims 34-37:**

Claims 34-37 as amended recite systems for providing customer sales information corresponding to Claims 1, 21, 24 and 26 as amended, respectively. Accordingly, Claims 34-37 are patentable over the cited art for at least the reasons discussed above with regard to Claims 1, 21, 24 and 26.

**Claims 39-42:**

Claims 39-42 as amended recite computer program products for providing customer sales information corresponding to Claims 1, 21, 24 and 26 as amended, respectively. Accordingly, Claims 39-42 are patentable over the cited art for at least the reasons discussed above with regard to Claims 1, 21, 24 and 26.

In re: Wealthy Desai  
Serial No.: 10/673,751  
Filed: September 29, 2003  
Page 17 of 17

**CONCLUSION**

Applicant respectfully submits that this application is now in condition for allowance, which action is requested. Should the Examiner have any matters outstanding of resolution, he is encouraged to telephone the undersigned at 919-854-1400 for expeditious handling.

Respectfully submitted,

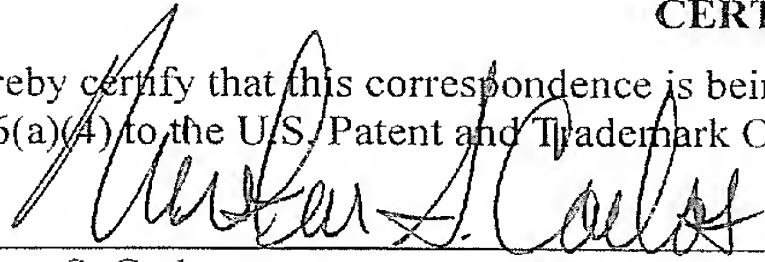


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**CERTIFICATION OF TRANSMISSION**

I hereby certify that this correspondence is being transmitted via the Office electronic filing system in accordance with § 1.6(a)(4) to the U.S. Patent and Trademark Office on December 5, 2007.

  
Kirsten S. Carlos